Steve Pool celebrating 20 years here

Twenty years ago this month, Steve Pool entered the TV sales business in the town of Appomattox, at 22 1/2 Main Street.

Steve purchased Tommy Martin's TV Service business. He bought the sales end of Martins established business five years later.

In those 20 years, Pool has become a well-known and liked figure in the Appomattox County business world. Appomattox Radio, TV and Appliance which in 1974 was moved to Confederate Boulevard from downtown Appomattox, has remained a strong part of the local economy, even in times of recent economic hard times. At that time also, Steve took on a full line of Whirlpool appliances and Litton microwave ovens.

"Our business has continued to improve during the last year," notes Pool. "The people of Appomattox County and the surrounding area have been really good to us. Our business has gotten better each year since we've been here."

A native of Campbell County, Steve was born near Naruna. His parents passed away while he was still in his teens, and he went to live with his oldest sister and her husband, Mr. and Mrs. Travis Cardwell of Concord.

After finishing high school Steve went into the service where he was assigned as an Army security agent, with top secret clearance.

He remained in the army from 1954 into June 1957 when he returned to Central Virginia. He attended Lynchburg College and in 1958 married Rosalie Gear, the daughter of a Presbyterian minister.

The next year, Steve began work with Tommy Martin in his TV Sales and Service business. In 1963 he purchased the business from Martin.

Steve has three children, Steve Jr., Phillip, and Dianne, all of whom help him in the store.

Steve Jr. has worked full-time in the business for the past year and a half, and he worked with his father when he could, on weekends and in spare time, throughout his high school years.

Phillip, a college student in Danville, helps his father on weekends, holidays, and during the summer. Phillip will graduate from college in August.

Dianne, a graduate of James Madison University, currently is employed in Lynchburg with the Sheraton Hotel. She worked for nine months at Appomattox Radio, TV and Appliance and still helps her father when needed.

Bettie Thomas, who has been an invaluable part of the Appomattox Radio TV and Appliance team for the past 14 years, is a sales lady, keeps the books and acts as Steve's secretary. Steve says she has been a big asset in the continued growth of the business over the past 14 years.

Steve's wife Rosalie also helps him with the business from time to time. It is truly a family business.

"We try to do more then just sell and service appliances," Steve notes. "We try to meet the individual needs of our customers. There's more to the business than just sales and service."

One item which Steve says has been very popular in recent months is the RCA Video Disc Player, on which a person can play a feature length movie at his home, on his television set.

"We have set up a rental club for the video disc," Steve adds. For a $25 yearly membership fee, a person can rent three video discs for one week, for only $10. The normal fee is $5 per disc, per week.

"We have about 200 movies in stock," Steve points out. "People can pick the movies they want to watch and they can watch them at home, at their leisure. We don't rent or sell any R-rated movies."

Steve also sells RCA video cassette recorders, along with a full line of other RCA, Litton and Whirlpool appliances.

In the future Steve says he is planning to relocate the business in a larger building, which he plans to build on Route 460 West.

"I am happy to be a part of Appomattox County's business community and I am very grateful to all my friends and customers in Appomattox and the surrounding area.

"I thank God for the privilege he has given me, to do business, know the people I have met, and accompolish what I have in my life," Steve adds. "I give God all the credit for my life."

Lowe's living up to motto, 'Your Household Word'

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months, Pugh says that more and more people are expressing interest in Lowe's "Homestead Program."

"We have our own house plans and material takeoffs," Pugh says. If a person is interested in building a new home, we will sit down with him or her, pick out a plan they like, modify it to suit their particular tastes and needs, then offer them a package price. The customer can come in and pick out his own personalized package and know what the price will be. We guarantee the price for 90 days."

The individual can then subcontract the framing and the building, and save a considerable amount of money compared to direct purchase of a new house, according to Pugh.

"In many cases, the interest rates are still high enough to prevent a person from buying a house on the market," Pugh says. "This Homestead concept can make home ownership possible for these people. We like to think that the dream of home ownership is never dead. You just have to approach it in a different way sometimes."

Reflecting on the success of Lowe's in this area, Pugh says "We feel very fortunate to be in the area we are in. Our customers in Appomattox and in the other areas around Lynchburg are always easy to work with, and their active purchasing of our products has made this store the success that it is.

"We feel that it is the people, our customers, who have helped us live up to our motto, 'Lowe's . . . Your Household Word.'"

We're Proud To Serve You With Top Quality RCA & Whirlpool Products!

WE SERVICE WHAT WE SELL!

FROM LEFT TO RIGHT — Stephen Pool, Jr., Bettie Thomas, Dianne Pool, Rosilie Pool, Steve Pool, and Phillip Pool.

ALSO
- Litton Microwave Ovens
- Bearcat Scanners
- Radiant King Heater
- Stereo Systems

Appomattox RADIO, TV & APPLIANCE

RCA

Whirlpool

Chamber of Commerce Roster

(Continued from page 2)

Bob's Garage and Auto Parts
Route 1, Box 94
Spout Spring, Va. 24593

Gaines' Jewelers
C/O Garland Gaines
20 Main Street
Appomattox, Va. 24522

Robert W. Carter
Attorney at Law
Appomattox, Va. 24522

Dairy Queen
Ronald and Martha Paulette
Appomattox, Va. 24522

Busy Bee Cleaning Service
Rt. 2, Box 436
Appomattox, Va. 24522

Apppomatox Oil Co. Inc.
C/O C. Lewis McDearmon, Jr.
P.O. Box 38
Appomattox, Va. 24522

Carwile Cnstruction Co. Inc.
C/O Frank Herbert Carwile
P.O. Box 396
Appomattox, Va. 24522

Mr. John McHale
Box 127 Rt.1
Appomattox, Va. 24522

Virginia Fibre Corporation
C/O William Slagle
P.O. Box 339
Amherst, Va 24521

Mr. Roy A. Moon
P.O. Box 546
Appomattox, Va. 24522

Dr. and Mrs. Hilton Bonney
Rt. 1, Box 183
Appomattox, Va. 24522

D. S. Nash Construction CO.
P.O. Box 866
Appomattox, Va. 24522

Paradise Lake Campgrounds Inc.
C/O Ed Riley
P.O. Box 478
Appomattox, Va. 24522

Harry G. Lawson Attorney at Law
Appomattox, Va. 24522

E. Wayne Compton
P.O. Box 431
Appomattox, Va. 24522

C. Clark Jones
Box 725
Appomattox, Va. 24522

Mark S. Bailey
C/O WTTX-FM 107
P.O Box 637
Appomattox, Va. 24522

Douglas Branch
P.O. Box 2006
Appomattox, Va. 24522

William S. Kerr
Attorney at Law
Appomattox, Va. 24522

Jeanne's Restaurant
16 Maine St.
Appomattox, Va. 24522

Locust Grove Farm Tractor Shop
P.O. Box 332
Appomattox, Va. 24522

Burger King C/O Bob Monigold
Rt. 4, Box 12
Appomattox, Va. 24522

Terri Conrad
Box 2098
Appomattox, Va. 24522

Country Fare Restaurant
C/O Nancy Lawson
Rt. 24
Appomattox, Va. 24522

Ida H. Campbell
P.O. Box 747
Appomattox, Va. 24522

Maude's Restaurant
C/O Terry Wright
Rt. 4
Appomattox, Va. 24522

John L. Wilson
P. O. Box 2005
Appomattox, Va. 24522

Pamplin City Branch Bank
Of First National Bank
Of Farmville
Pamplin, Va.

James Ford is local State Farm agent

James H. Ford, Jr. began working for State Farm Insurance on February 1, 1968 in the local agency with John Taylor. Taylor retired in 1973 and all the business was assigned to Ford who took over the agency.

Ford, born and reared in Campbell County, graduated in 1959 from Concord High School. He is married to the former Mary Frances Jones. They are the parents of three children, Dana, Michelle, and Jason.

"We are a multiple-line insurance company," said Ford. "We are able to handle almost all of your insurance needs. We invite you to visit us at our office on the corner of Court Street and Highland Avenue, Ford concluded.

STATE FARM INSURANCE

Like A Good Neighbor STATE FARM is there

James H. Ford, Jr.

Court Street
Appomattox, Va.
352-7916

Local florist has tradition of fine flowers and gifts

Elliott Florist and Gifts, Main Street, has been providing Appomattox and the surrounding areas with the finest in flowers and gifts for seventeen years.

The business was owned and operated by Mildred and Francis Elliott until March 6 of last year. At that time, Mr. and Mrs. Narvin Mitchell and Calvin Mitchell of Appomattox of Appomattox purchased the florist and gift shop and will continue to offer the same quality service with a personal touch that has become the trademark of the former owners.

Marvin and Calvin Mitchel are twin sons of Mr. and Mrs. Hugh (Slick) Mitchell and Mrs. Marvin Mitchell is the former Rita Ferguson.

The Mitchells are 1973 graduates of Appomattox County High School. Marvin left a position as designer with Wiley and Wilson, Lynchburg to work full time in the new business. Calvin, who will work part time in the florist and gift shop, is a designer with H. K. Porter inLynhchburg. Rita works in the shop whenever she has time; she is the proud mother of a brand new baby.

The Elliotts still assist the Mitchells in an advisory capacity and will always have an active interest in the company.

Remember, Elliott Florist and Gifts take pride in theflowers and gifts they offer their customers. They will continue to carry out the tradition of only the finest in flowers, gifts and service as begun by the Elliotts.

Flowers For All Occasions
Gifts Of Distinction

Send your love with special care.™

Elliott Florist & Gifts

28 Main St. — Appomattox
352-5510